



WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

WSOC-TV

Greer, Margolis, Mitchell & Associates
3050 K Street NW
Washington, DC 20007

Contract # 325323

Schedule Dates

08/04/12-08/17/12

Advertiser

Pol/B Obama/D/Pre/US (16256)

Agency

Greer, Margolis, Mitchell & Associates (2890)

Product

Political - Federal Candidate (1067)

Brand

1549 (134330)

Salesperson

Telecomp/Philadelphia, Philadelphia (1057)

Sales Office

Telecomp/Philadelphia

Buyer Name

BASSETT, LAURA

Phone/Fax

/

CPE

95/101/1549

Account Types

National/Political

Billing Type

Standard

Comments

OBAMA SCHEDULE C

Date Entered

08/03/12

Last Modified

08/03/12

Entered By

Jill Hipskind

CO-OP

No

Headline #

06262121

Demo

Normal

Order Type

Package Deal

Commission %

15.00

Commission

\$17,321.25

Net Total

\$98,153.75

Sales Tax

Charlotte (WSOC)

By Broadcast Month

Aug. 2012

Grand Total:

Spots

127

Rate

\$115,475.00

Grand Total:

\$115,475.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	08/06/12-08/17/12	3	:30	5A- 5:30A (EST)	5	X	X	X	X	X			10	\$600.00	\$6,000.00	Charlotte (WSOC)		8/3/12
2.0	Normal Line / Spot	08/06/12-08/17/12	2	:30	6:30A- 6A (EST)	5	X	X	X	X	X			10	\$650.00	\$6,500.00	Charlotte (WSOC)		8/3/12
3.0	Normal Line / Spot	08/06/12-08/19/12	2	:30	6:30A- 7A (EST)	2	X	X	X	X	X			2	\$2,000.00	\$4,000.00	Charlotte (WSOC)		8/3/12
4.0	Normal Line / Spot	08/13/12-08/17/12	2	:30	6:30A- 7A (EST)	4	X	X	X	X	X			4	\$2,000.00	\$8,000.00	Charlotte (WSOC)		8/3/12
5.0	Normal Line / Spot	08/06/12-08/17/12	2	:30	7A- 8A (EST)	4	X	X	X	X	X			6	\$1,800.00	\$10,800.00	Charlotte (WSOC)		8/3/12
6.0	Normal Line / Spot	08/04/12-08/11/12	2	:30	8A- 9A (EST)	1						1		2	\$700.00	\$1,400.00	Charlotte (WSOC)		8/3/12
7.0	Normal Line / Spot	08/12/12-08/17/12	2	:30	8A- 9A (EST)	1						1		1	\$700.00	\$700.00	Charlotte (WSOC)		8/3/12
8.0	Normal Line / Spot	08/06/12-08/17/12	3	:30	9A- 10A (EST)	4	X	X	X	X	X			8	\$600.00	\$4,800.00	Charlotte (WSOC)		8/3/12
9.0	Normal Line / Spot	08/06/12-08/17/12	3	:30	10A- 11A (EST)	4	X	X	X	X	X			4	\$600.00	\$2,400.00	Charlotte (WSOC)		8/3/12
10.0	Normal Line / Spot	08/13/12-08/17/12	3	:30	10A- 11A (EST)	4	X	X	X	X	X			4	\$600.00	\$2,400.00	Charlotte (WSOC)		8/3/12
11.0	Normal Line / Spot	08/06/12-08/10/12	3	:30	11A- 12P (EST)	5	X	X	X	X	X			4	\$700.00	\$3,500.00	Charlotte (WSOC)		8/3/12
12.0	Normal Line / Spot	08/13/12-08/17/12	3	:30	11A- 12P (EST)	4	X	X	X	X	X			4	\$700.00	\$2,800.00	Charlotte (WSOC)		8/3/12
13.0	Normal Line / Spot	08/06/12-08/17/12	2	:30	12P- 1P (EST)	4	X	X	X	X	X			4	\$700.00	\$3,500.00	Charlotte (WSOC)		8/3/12
14.0	Normal Line / Spot	08/06/12-08/17/12	2	:30	12P- 1P (EST)	4	X	X	X	X	X			4	\$700.00	\$3,500.00	Charlotte (WSOC)		8/3/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

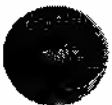
Date:

Accepted-Station:

Date:

Comments:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



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3050 K Street NW
Washington, DC 20007

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Agency Greer, Margolis, Mitchell & Associates (2890)
Product Political - Federal Candidate (1067)
Brand 1549 (134330)
Salesperson Telerep/Philadelphia, Philadelphia (1057)
Sales Office Telerep/Philadelphia
Buyer Name BASSETT, LAURA
Phone/Fax /
CPE 95/101/1549
Account Types National/Political
Billing Type Standard
Comments OBAMA SCHEDULE C

Date Entered 08/03/12
Last Modified 08/03/12
Entered By Jill Hipskind
CO-OP No
Headline # 06262121
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$17,321.25
Net Total \$98,153.75
Sales Tax

Charlotte (WSOC)
By Broadcast Month
Aug. 2012
Grand Total: 127 \$115,475.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
15.0	Normal Line / Spot	08/06/12-08/17/12	3	:30	1P-2P (EST)	2	X	X	X	X	X			6	\$500.00	\$3,000.00	Charlotte (WSOC)		8/3/12
16.0	Normal Line / Spot	08/04/12-08/11/12	2	:30	12P-12:30P (EST)	2								2	\$550.00	\$1,100.00	Charlotte (WSOC)		8/3/12
17.0	Normal Line / Spot	08/06/12-08/17/12	3	:30	3P-4P (EST)	5	X	X	X	X	X			10	\$550.00	\$5,500.00	Charlotte (WSOC)		8/3/12
18.0	Normal Line / Spot	08/06/12-08/10/12	5	:30	4P-5P (EST)	4	X	X	X	X	X			4	\$625.00	\$3,300.00	Charlotte (WSOC)		8/3/12
19.0	Normal Line / Spot	08/13/12-08/17/12	5	:30	4P-5P (EST)	5	X	X	X	X	X			5	\$625.00	\$4,125.00	Charlotte (WSOC)		8/3/12
20.0	Normal Line / Spot	08/06/12-08/17/12	3	:30	6P-6:30P (EST)	2	X	X	X	X	X			4	\$2,000.00	\$8,000.00	Charlotte (WSOC)		8/3/12
21.0	Normal Line / Spot	08/06/12-08/17/12	2	:30	7P-7:30P (EST)	3	X	X	X	X	X			5	\$2,000.00	\$12,000.00	Charlotte (WSOC)		8/3/12
22.0	Normal Line / Spot	08/06/12-08/17/12	2	:30	7:30P-8P (EST)	2	X	X	X	X	X			4	\$2,000.00	\$8,000.00	Charlotte (WSOC)		8/3/12
23.0	Normal Line / Spot	08/06/12-08/10/12	2	:30	11:35P-12:02A (EST)	5	X	X	X	X	X			4	\$1,000.00	\$5,000.00	Charlotte (WSOC)		8/3/12
24.0	Normal Line / Spot	08/06/12-08/10/12	2	:30	12:05A-1:05A (EST)	3	X	X	X	X	X			4	\$350.00	\$1,400.00	Charlotte (WSOC)		8/3/12
25.0	Normal Line / Spot	08/13/12-08/17/12	2	:30	12:05A-1:05A (EST)	5	X	X	X	X	X			5	\$350.00	\$1,750.00	Charlotte (WSOC)		8/3/12
26.0	Normal Line / Spot	08/13/12-08/16/12	2	:30	11:35P-12:02A (EST)	3	X	X	X	X	X			4	\$1,000.00	\$4,000.00	Charlotte (WSOC)		8/3/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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FAX# 610-225-1191
AUG2/12 19.11
HARRIS REPORT FROM REP *** WSOC-TV ***

REP. #	OFF. #	220	SALESMAN #
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BUYER NAME LAURA BASSETT

SALES PRSN PH- NICK WELTE

WASHINGTON, DC 20007

CLASS:	NATL.	LOCAL	REGIONAL
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(CIE)

DATE AUG2/12 19.11

TO JILL
FR JARED
NEW OBAMA ORDER - SCHEDULE C
TOTAL \$115475
PLS CNF THANKS

ALL INVOICES ARE TO BE SENT TO:
GREENER MARGOLIS
ACCOUNTING
1010 WISCONSIN AVENUE NW
SUITE 800
WASHINGTON, DC 20007

SCHEDULE C

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
AGENCY ADVERTISER CODE = 95 AGENCY PRODUCT CODE = 101 AGENCY EST# = 1549												
1			500A-530A	30		\$600.00	8/6	8/17	5		M-F	10
PROGRAM : EYE-5AM DAYBRK												
2			530A-600A	30		\$650.00	8/6	8/17	5		M-F	10
PROGRAM : EYE-5AM DAYBRK												

AUG2/12 19.11
*** WSOC-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			630A-700A	30		\$2,000.00	8/6	8/10	2		M-F	2
3			630A-700A	30		\$2,000.00	8/13	8/17	3		M-F	3
PROGRAM : EYEWITNESS NEWS DAYBREAK												
4			700A-800A	30		\$1,800.00	8/6	8/17	3		M-F	6
PROGRAM : GOOD MORNING AMERICA 1ST HOUR												
5			600A-700A	30		\$700.00	8/4	8/11	1		SAT	2
PROGRAM : SATURDAY AM NEWS												
6			800A-900A	30		\$1,000.00	8/4	8/11	1		SAT	2
PROGRAM : SATURDAY GMA												
7			600A-700A	30		\$700.00	8/12	8/12	1		SUN	1
PROGRAM : SUNDAY AM NEWS												
8			900A-1000A	30		\$600.00	8/6	8/17	4		M-F	8
PROGRAM : REGIS												
9			1000A-1100A	30		\$600.00	8/6	8/10	4		M-F	4
9			1000A-1100A	30		\$600.00	8/13	8/17	3		M-F	3
PROGRAM : DR. PHIL LTC:9/7/12												
10			1100A-1200N	30		\$700.00	8/6	8/10	5		M-F	5
10			1100A-1200N	30		\$700.00	8/13	8/17	4		M-F	4
PROGRAM : THE VIEW												
11			1200N-100P	30		\$700.00	8/6	8/17	4		M-F	8
PROGRAM : EYEWITNESS NEWS MIDDAY												
12			100P-200P	30		\$500.00	8/6	8/17	3		M-F	6
PROGRAM : THE CHEW												
13			1200N-1230P	30		\$550.00	8/4	8/11	1		SAT	2
PROGRAM : EYEWITNESS NEWS SATURDAY												

REP HEADLINE# 6262121
*** ORIGINAL REV#0 ***

REP: TEL# 610-225-4100
ORDER WORKSHEET

FAX# 610-225-1191
HARRIS REPORT FROM REP
AUG2/12 19.11
*** WSOC-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
14			300P-400P	30		\$550.00	8/6	8/17	5		M-F	10
PROGRAM : GENERAL HOSPITALTC:9/7/12												
15			400P-500P	30		\$825.00	8/6	8/10	4		M-F	4
15			400P-500P	30		\$825.00	8/13	8/17	5		M-F	5
PROGRAM : DR. OZ												
16			600P-630P	30		\$2,000.00	8/6	8/17	2		M-F	4
PROGRAM : EYEWITNESS NEWS 6:00PM												
17			700P-730P	30		\$2,000.00	8/6	8/17	3		M-F	6
PROGRAM : INSIDE EDITION												
18			730P-800P	30		\$2,000.00	8/6	8/17	2		M-F	4
PROGRAM : ENTERTAINMENT TONIGHT												
19			1135P-1202A	30		\$1,000.00	8/6	8/10	5		M-F	5
19			1135P-1202A	30		\$1,000.00	8/13	8/17	4		M-F	4
PROGRAM : NIGHTLINE												
20			1205A-105A	30		\$350.00	8/6	8/10	4		M-F	4
20			1205A-105A	30		\$350.00	8/13	8/17	5		M-F	5
PROGRAM : JIMMY KIMMEL												
AUG/12 115475.00												
CONTRACT TOTAL												115475.00
TOTAL SPOTS												127

MARKET TOTALS \$195,720 WSOC 59% WBTV 18% WCNC 10% WCCB 8% WJZY 0% WMYT 0% WAXN 5%
CABL 0%

SVC- NSI
DEMOS- RA35+*